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**CS-360-16228-M01 Mobile Architect & Programming**

**1-4 Assignment: Users and Solutions**

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For this assignment, I have chosen the app Teespring, which is currently rebranding as Spring. Teespring is a print-on-demand platform designed to help creators easily sell custom merchandise, particularly shirts, with minimal effort on their part when it comes to production, inventory, and shipping logistics. The platform’s primary goal is to allow users to create and sell customized products like shirts, hoodies, mugs, and more, without dealing with the traditional challenges of e-commerce. These challenges include managing inventory, overseeing manufacturing, and handling shipping logistics. Teespring empowers creators, influencers, and small business owners to monetize their designs by transforming them into physical products without requiring direct involvement in operational tasks.

The app serves a wide range of users, including creators, influencers, entrepreneurs, and small business owners. Although these users have different motivations, their main focus is on designing and selling custom merchandise for profit. Creators and influencers, for example, use the app to create custom-branded products and sell them to their followers with minimal effort. Entrepreneurs and small business owners, on the other hand, seek to establish a custom product line for their business without having to invest in physical inventory. The app supports these user goals through its easy-to-use design tools, an integrated marketplace, and print-on-demand fulfillment services, which allow users to monetize their designs while concentrating on branding and promotion.

Teespring addresses specific user needs related to custom product creation and selling. First, the platform includes design tools that are beginner-friendly, making it possible for users to create products without needing any technical skills. Second, the app takes care of production and shipping. Once an order is placed, Teespring manages everything from printing to delivery, leaving the user free to focus on promoting their products. Finally, Teespring allows users to set their own prices and see their profit margins based on the platform's base cost, giving them control over their earnings.

The app is designed to meet these needs through various user-friendly elements. Large, clear action buttons like "Create Product" and "Start Selling" are strategically placed to encourage users to act quickly. These buttons are easy to locate and clearly convey what the user can do next. As users upload their designs, the app generates real-time previews, which allow them to see exactly how their product will look when printed. This feature provides confidence that the final product will meet their expectations.

If I were responsible for designing the Teespring app, I would gather detailed user information based on research and data to ensure the app truly meets the needs, goals, and experiences of its users. Each user has specific needs depending on their level of expertise, marketing goals, and how they interact with the platform. Understanding why users are creating merchandise—whether for hobby purposes, personal branding, or building a business—would help shape the app’s design. Additionally, the user’s experience with both the app and the process of designing and selling products would play a key role in determining the app’s functionality and overall ease of use.

In designing an app like Teespring, it is essential for developers to understand the specific goals, needs, and experiences of the target users. By focusing on these key insights, developers can create an intuitive, accessible, and robust platform that empowers users to build their brand, grow their customer base, and achieve their monetization goals.

